I CLAIM:

1. In a communications and computing environment having at least one

   server device linked communicatively via a communications network

   to an at least one remote client device, a system for the secure

5 distribution of digital products and the secure control management of

   digital product usage rights, the system comprising the elements of:

   at least one flexible structure component comprising digital content

   information and digital content usage control information in an

   integrative manner;

10 at least one digital product content data record to store original digital

   content information to be assembled and integrated into the least one

   flexible structure component;

   at least one digital product control data record to store digital content

   usage control information to be assembled and integrated into the at

15 least one flexible structure component,

   at least one parameter file to hold component access functional

   extensions to be assembled and integrated dynamically into the at

   least one flexible structure component;

   at least one builder component to assemble and create the at least one

20 flexible structure component using the at least one digital product

   content data record, the at last one digital product content usage

   control data record and the at least one parameter file; and

at least one flexible structure component controller to control the operation of the at least one flexible structure component.

2. The system as claimed in claim 1 further comprises a least one add-
on data record to be assembled and integrated into the at least one flexible structure component by the at least one builder sub-system is provided.

3. The system as claimed in claim 1 wherein the flexible structure component is dynamic, whereby protection against the activities of unauthorized entities attempting to achieve illegal manipulation.

4. The system as claimed in claim 1 wherein the digital product content data is encoded by at least one encoder function and by at least one encryption key.

5. The system as claimed in claim 1 wherein the at least one digital product content data record is an electronic document.

6. The system as claimed in claim 1 wherein the at least one digital product content data record is a video recoding.

7. The system as claimed in claim 1 wherein the at least one digital product content data record is an audio recording.

8. The system as claimed in claim 1 wherein the at least one digital

5   product content data record is a software application.

9. The system as claimed in claim 1 wherein the at least one digital product content data record is in a rich media format.

10   10. The system as claimed in claim 1 wherein the at least one flexible structure component comprises the elements of:

a component version descriptor for the storing of the type, version and the identification of the component;

a component structure descriptor for storing the description and

15   allocation of the diverse parts of the components;

a rules and rights descriptor;

a stamp creation formula to be used for the calculation of the stamps;

a stamp checker function to check the availability and validity of the stamps;

20   a stamp registration function;

at least one stamp parameter to define the manner of stamp calculation;

at least one digital content data record;

at least one additional data record to store advertising material, promotions, translations and comments;

at least one stamp record;

5   a registration stamp record to signify suitable registration of the flexible structure component;

a final stamp record to store the value representing the sum of the at least one stamp;

an encryption key to be used for encrypting the digital product

10   content record;

a component access functionality extension.

11. The system as claimed in claim 10 wherein the flexible structure component further comprises a dynamic working area to the storage,

15   update and retrieval of accounting, tracking, camouflage data and working parameters.

12. The system as claimed in claim 10 wherein the flexible structure component further comprises at least one camouflage data record to

20   be used for camouflaging the digital product content record.

13. The system as claimed in claim 10 wherein the flexible structure component further comprises at least one camouflage function to hide specific information and to prevent identification of content headers.

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14. The system as claimed in claim 10 further includes at least one add-on information record to hold advertisement information, comment information, translation information and promotion information.

10   15. The system as claimed in claim 1 wherein the at least one parameter file comprises the elements of:

at least one digital product access control function;

at least one digital product access parameter;

at least one flexible structure component structure definition;

15   at least one defense mechanism to prevent unauthorized   usage, unrestricted access and illegal tampering.

16. The system as claimed in claim 1 further comprises the elements of:

at least one client application;

20   at least one network browser;

at least one text processor;

at least one video player;

at least one audio player.

17. The system as claimed in claim 1 wherein the at least one builder sub-system further comprises the elements of:

5   a billing system interface;

an archiving system interface;

a communication system interface.

18. The system as claimed in claim 1 wherein the at least one client device is a

10   personal computer.

19. The system is claimed in claim 1 wherein the at least one client device is a mobile phone device.

15   20. The system as claimed in claim 1 wherein the at least one client device is a play station device.

21. The system as claimed in claim 1 wherein the at least one client device is a portable player device.

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22. The system as claimed in claim 1 wherein the at least one client device is a set top box/digital video player.

23. The system as claimed in claim 1 wherein the at least one flexible structure component is provided with a unique physical structure, a unique combination of operative object and a unique combination of defensive

5   mechanism.

24. The system as claimed in 1 claim 1 further comprises a language scheme to provide for secure communication between the at least one builder sub-system and the at least one flexible structure component controller.

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25. The system as claimed in claim 20 wherein the language scheme is updated periodically.

26. The system as claimed in claim 1 further includes a watch-dog function to

15   examine substantially continuously the appropriate operation of the flexible structure component and the flexible structure component controller.

27. The system as claimed in claim 1 wherein the parts constituting the

20   flexible structure component form a securely distributable and controllable digital product.

28. In a communications and computing environment having at least one
server device linked communicatively via a communications network
to an at least one remote client device, a method for the secure
distribution of digital products and the secure control of digital
5   product usage rights, the method comprising the steps of:
dynamically assembling an at least one flexible structure component
comprising a digital product and having a unique structure by an at
least one builder sub-system utilizing an at least one digital product
content record, an at least one digital product control record and an at
10   least one parameter file;
distributing the at least one assembled flexible structure component
to a requesting remote location/remote client device associated with a
specific element of a digital product supply chain;
defining the content usage rights of the at least one flexible structure
15   component for the requesting remote site or remote client device
prior to further distribution to the requesting remote locations or
remote client devices;
delegating the rights for defining the content usage rights for the
requesting remote locations or remote client devices prior to further
20   distribution to the requesting remote locations/client devices; and
securely controlling the operation of the flexible structure component
by an at least one flexible structure component controller.

29. The method as claimed in claim 28 wherein the definition of the usage rights is performed without the establishment of a communication link to a supplier remote location/controller remote location.

30. The method as claimed in claim 28 wherein the delegation of the rights for defining the content usage rights is performed without the establishment of a communication link to a supplier remote location/controller remote location.

31. The method as claimed in claim 28 wherein the communications network is a data network.

32. The method as claimed in claim 31 wherein the communications network is a Wide Are Network.

33. The method as claimed in 32 wherein the communication network is a Local Area Network.

34. The method as claimed in claim 33 wherein the communications network is a cellular network.

35. The method as claimed in claim 28 wherein the element of the digital product supply chain is a digital product owner or digital product distributor.

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36. The method as claimed in claim 28 wherein the element of the digital product supply chain is a reseller.

37. The method as claimed in claim 28 wherein the element of the digital

10   product distribution network is a consumer.

38. The system as claim in claim 1 wherein the service device is linked to a digital product archive device.

15   39. The method as claimed in claim 28 wherein the basic product rules, definitions and limitations are defined by the digital product owner or the digital product distributor in a comprehensive manner and are embedded into the digital product during assembling of the flexible structure component.

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40. The method as claimed in claim 28 wherein the reseller element of the digital product chain is provided with the capability of enhanced

control concerning the digital product usage rights.

41. The method as claimed in claim 28 wherein the consumer element of the digital product supply chain is provided with the capability of limited control concerning the digital product usage rights.

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